

## **Historic, Archive Document**

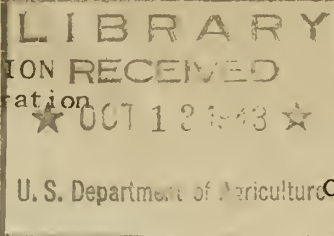
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WAR FOOD ADMINISTRATION RECEIVED  
U.S. Food Distribution Administration  
Washington 25, D. C.



### WHAT IS A VICTORY FOOD SELECTION?

The farmers of America are breaking all production records on most of the essential food crops. The Government has called on them for more and more food, and their response is amazing considering their problems and handicaps.

As these huge crops roll to market, the problems increase. In peacetime it is virtually impossible to keep supplies, market facilities, consumer demand, storage and processing capacity, transportation, and all the other factors so adjusted as to move crops efficiently from farm to table. That is why in peacetime there are violent fluctuations in volume of production, as farmers try to adjust to demand, to offset low prices, to capitalize on high prices. That is why in peacetime there are violent fluctuations in price, and big crops are dumped on the market at disastrous lows while short crops sell at a premium.

In wartime, the adjustment of these various facilities and factors is even more difficult. Transportation, labor supply, storage facilities, and so on, are not always equal to the job of handling the quantities of food we need and have produced. And on top of that, we cannot afford the risk of extreme fluctuations in production—we must have peak production of essential foods. We cannot afford violent ups and downs in price—the consumer must be protected against outrageous prices, the farmer must be protected—not only against inflation—but against price collapse on the huge crops he is producing.

The War Food Administration and other agencies of the Government have set up machinery to assist in meeting these problems as they arise. Price supports in the form of loans, agreements to relieve market congestion by Government purchases, and other programs help protect the farmer against the risk of unprofitable prices when he responds to the Government's request to increase certain crops.

OPA price ceilings protect the consumer against unreasonable advances in the cost of food. Rationing of scarcer foods assures everyone equal shares in the supply. Other types of controls over marketing, processing, storage, diversion to nonfood uses, reservations for Government needs, and other measures assist orderly marketing and conservation of food supplies.

In spite of every effort to set goals of important food crops to fit national needs, to regulate prices to best advantage of farmer, handler, and consumer, and to facilitate marketing and distribution—in spite of all this, maldistribution is bound to occur.

Bad weather may cut production of certain crops dangerously low. Unusually good weather may bring forth crops far in excess of needs. A combination of conditions may easily cause a local or temporary movement of produce to market at a rate faster than the market can absorb it. Storage and processing facilities may be inadequate at harvest time to handle a bumper crop. A sudden change in military strategy may cause a shift in needs—a great victory may require larger shipments of certain foods to prevent starvation among liberated people.

In cases of temporary or local oversupply, the War Food Administration has various tools for handling the glutted market. It has the machinery for channeling the crop to storage, for processing it into form suitable for use in various ways, for diverting it to welfare institutions, for increasing military and other governmental purchases.

Not the least important of its various facilities is its educational program. In many cases it has been possible to deal with seasonal peaks of production solely through timely information to both trade and consumers. This calls for advance reporting to the trade of the availability of peak supplies in producing areas, followed by information to consumers telling of the availability of the oncoming supplies in their markets.

In a few situations, when the total quantity of a particular commodity is exceptionally heavy, it is necessary to carry out a more intensive campaign. The objective of the FDA in designating a **VICTORY FOOD SELECTION** is to furnish a vehicle for carrying such an intensive merchandising campaign to the trade and consumers.

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The regional offices of the Food Distribution Administration or the commodity branches of FDA in Washington may recommend the designation of a commodity as a *VICTORY FOOD SELECTION* for a specified period and in a specified area—which may be the entire Nation, a region, or a smaller area. Regional *VICTORY FOOD SELECTIONS* are designated by the Regional Directors of FDA, after careful consideration by and approval of the Washington office. *VICTORY FOOD SELECTIONS* applying beyond the bounds of a single region are made by the Director of Food Distribution, with the concurrence of the War Food Administrator.

Indiscriminate designation of *VICTORY FOOD SELECTIONS* can only impair the effectiveness of the program. The Food Distribution Administration maintains rigid specifications governing the naming of *VICTORY FOOD SELECTIONS*. Among the questions given consideration before designation is made are these:

1. Have producers or their representatives requested that the commodity under consideration be named a *VICTORY FOOD SELECTION*? In no case is such a designation made without consultation and advice from producers.
2. Does a careful analysis of production, distribution, and consumption data, with full provision for Government requirements for military, Lend-Lease, and other needs, give adequate assurance that the product actually is, or is expected soon to be, in abundant supply?
3. Does the product contribute efficiently to the fulfillment of civilian food requirements?
4. Is the price likely to be at levels which will make the product reasonably attractive to consumers?
5. Will there be enough time before the harvesting peak to give fair notice to cooperating wholesalers and retailers in order that they may do their buying in anticipation of the merchandising drive, and plan their advertising and promotion?
6. Is the area of distribution of the commodity large enough to make an effective drive possible and practical? Should such a drive be on a national, regional, or area basis?
7. Is this the commodity that should be designated or is there another more in need of special attention?

The trade is given at least 2 weeks' notice of the designation of any commodity as a *VICTORY FOOD SELECTION*. If a sudden freeze or other unforeseen development makes it necessary to call off the campaign, trade and producers are notified at once.

To provide as much foundation as possible for the efforts of the trade to promote *VICTORY FOOD SELECTION* campaigns, the War Food Administration will lend all support possible through its own facilities, including its radio programs, publications, and field staff. Through various channels, food editors, trade publications, trade services, women's radio program directors, national advertisers, national organizations of trade and consumers, and other media will be fully informed and their cooperation will be solicited in backing up the drive. It is expected that consumer groups, nutrition committees, food industry advisory committees, and civic organizations will lend their full support.

Fact sheets, suggestions for promotional material, store displays, ad copy, and other material and helpful ideas will be supplied to outlets which can use them. The use of the official *VICTORY FOOD SELECTION* emblem is authorized in any and all copy or displays featuring the designated commodity during the time specified.

The success of the campaigns rests entirely on cooperation on the part of consumers, educational groups, the food trade, the media of public information, and the Government. Past experience with similar programs (the Victory Food Specials of previous years) has proved that they are effective. Trade and consumers, by their response, have shown that they strongly endorse the program.

The Food Distribution Administration welcomes suggestions from any source for making the campaigns more successful. It will also appreciate reports of results or shortcomings of the campaigns from tradesmen and consumers.

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